Step-by-Step Guide to Sharing Campaign Social Media Graphics

Introduction to Social Media Graphics

Social media graphics are used on platforms like Facebook and Twitter to share a visual and corresponding text with followers. These graphics may be shared and shared again to further the reach of Campaign messages. You can add the Connecting Kids to Coverage National Campaign's social media graphics to your organization's posts. By doing so, you are helping to spread the word about year-round enrollment in Medicaid and the Children Health Insurance Program (CHIP) and that parents may also be eligible for Medicaid. The pages that follow outline the steps to share Campaign social media graphics via Facebook and Twitter, as well as suggested copy for posts. CMS is also using the **#Enroll365** hashtag for promotional efforts around year-round enrollment. The Campaign has a variety of sample graphics and posts available on **InsureKidsNow.gov**.

Sample Facebook Posts

Note: Facebook doesn't have a character limit for posts.

Option 1 (includes language about parents eligible for Medicaid)
Medicaid and CHIP offer free or low-cost health coverage for eligible kids and teens. And more parents than ever before may be eligible for Medicaid too. Enroll any day of the year, but why wait? Visit HealthCare.gov or call 1-877-KIDS-NOW (1-877-543-7669). #Enroll365 @HealthCare.Gov

Option 2
Medicaid and CHIP offer free or low-cost health coverage for eligible kids and teens. Enroll any day of the year, but why wait? Visit **HealthCare.gov** or call 1-877-KIDS-NOW (1-877-543-7669). #Enroll365 @HealthCare.Gov

Sample Tweets

Note: While Twitter has a 140-character limit for posts, the social media graphic will load as a link in the tweet, meaning the tweet (including punctuation, spaces and special characters) should be no longer than 109 characters. The following tweets were developed to fit within Twitter guidelines; use of other tweets CMS has posted on **InsureKidsNow.gov** may require editing to fit requirements.

Option 1 (includes language about parents eligible for Medicaid)
Kids can #Enroll365 in Medicaid & CHIP. More parents than ever before may be eligible for Medicaid too. @HealthCareGov @IKNGov
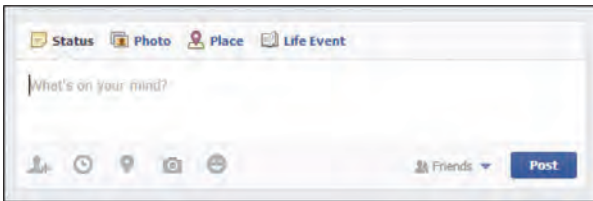
Option 2
Kids can #Enroll365 in Medicaid/CHIP. Free/low-cost coverage. Enroll Now. Why Wait? @HealthCareGov @IKNGov
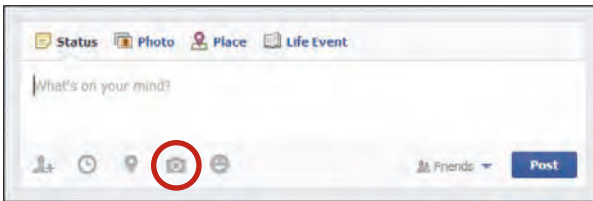
Posting Graphics on Facebook

Step 1: Go to **http://www.insurekidsnow.gov/professionals/online-comm-tools.html**, locate the social media graphic files and save the graphics to your computer.
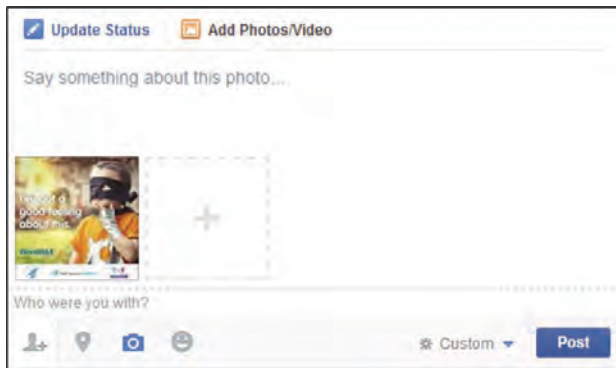
Step 2: Log into your Facebook account and click on the status update box at the top of your page.

Step 3: Select the "Upload File" camera icon.

Step 4: Upload the graphic file that has been saved on your computer.

Step 5: Copy the suggested Facebook post from page 1 or from the sample social media posts on **InsureKidsNow.gov** and enter in the area marked "Say something about this photo..."

Step 6: Tag the "HealthCare.Gov" Facebook page in your post by typing the "@" sign and beginning to type **HealthCare.gov.** A drop down menu will appear. Select the "HealthCare.gov" option from the list. The list will look like the image below; be sure "HealthCare.Gov" is highlighted. Additionally, be sure to include the #Medicaid and #CHIP hashtags.

Step 7: Post the update to share the graphics with your group members or friends!

Posting Graphic on Twitter

Step 1: Go to **http://www.insurekidsnow.gov/professionals/online-comm-tools.html**, locate the social media graphic files and save the graphics to your computer.

Step 2: Log into your Twitter account and select the "Compose New Tweet" option in the top right hand corner of the page.

Step 3: Copy a suggested tweet from page 1 or from the sample social media posts on **InsureKidsNow.gov** and paste into the box that appears. Please note: the graphic will load as a link in the tweet, so the tweet (including punctuation, spaces and special characters) should be no longer than 109 characters. If using a tweet from the sample social media posts on **InsureKidsNow.gov**, you may have to reduce the number of characters.

Step 4: Select the "Add photo" button and upload the selected image that has been saved to your computer.

Step 5: Tweet!